

Quality Policy

Haier Europe's strategy is to be the **Europe Consumers' First Domestic Appliance Choice in a Sustainable Smart Home Ecosystem**.

For that, we are committed to delivering excellence by placing our **consumers at the heart of every stage of our processes**.

Our approach to quality is driven by three core principles: **Consumer-Centric Focus, Sustainability, and Continuous Improvement**.

1. Consumer-centric focus

- We ensure that every product and service meets or exceeds our consumers' expectations, addressing both expressed and unexpressed needs.
- We engage with our consumers accordingly to our value of "zero distance", proactively, listening to their feedback and anticipating future trends to provide innovative and value-driven solutions.
- We strive to build trust through transparency, reliability, and exceptional customer experiences based not on delivering a product only but a whole ecosystem.

2. Sustainability commitment

- We integrate sustainable practices across all company processes, ensuring responsible sourcing, production, and distribution.
- We minimize environmental impact through efficient resource management, waste reduction, and eco-friendly innovations.
- We uphold ethical business practices and social responsibility, contributing positively to the well-being of communities and future generations.

3. Continuous improvement and excellence

- We embrace a culture of agility, continuous learning, adapting to market changes, technological advancements, and consumer preferences.
- We empower our employees with training, tools, and a quality obsessed mindset to deliver superior outcomes promoting entrepreneurship as a company value.
- We rigorously monitor and enhance our processes through data-driven insights, best practices, and international quality standards.

At Haier Europe, we do not just aim to satisfy our consumers, we strive to delight and exceed expectations at every touchpoint.

Our promise is to deliver quality, sustainability, and excellence in everything we do.

CEO Europe
Neil Tunstall



Group Quality Director Europe
Sébastien Pascolini

